



CALPEEK

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RIORDAN'S TERM LIMIT MEASURE FOR L.A. CITY OFFICIALS IS PART OF DRIVE FOR MAYOR'S JOB.

It may be very early, but the 1993 race for L.A. MAYOR has already started. Prominent downtown attorney Richard J. Riordan is out in the field collecting 175,000 signatures on petitions to qualify a TERM LIMIT measure for L.A. City elected officials. Given the anti-incumbency mood of voters, this ballot measure proposal is a sure-fire way to hike Riordan's name ID using a populist issue that has the potential to help him win CITY HALL's top job next year...

...Riordan is chairman of a group called Citizens for L.A. Term Limits, the front organization for his mayoral campaign. His campaign has mailed thousands of petitions to high propensity L.A. City voters and Riordan has even taken to radio to promote his 2-term limit plan. The 60-second spot is currently running on KNX Radio, but has been on other stations as well...

...As one of about 16-20 potential candidates for mayor next year, Riordan's petition drive is costing him a pretty penny. No estimates yet, but direct mail and radio aren't cheap. Nor are the consultants he's hired for this effort - Tim Macy and Arnie & David Steinberg, as well as legal advisors Reed & Davidson...

...Riordan tells CALPEEK that the writing of the direct mail and radio spot was a joint effort with all of the consultants plus himself. It's a very professional job and the message is solid: THROW THE CAREER POLITICIANS OUT. On page 2 of his 4 page mailer, Riordan says that Tom Bradley has been mayor for nearly 20 years. "And during that time it has become almost impossible to defeat any incumbent official in L.A."...

...Riordan is expected to announce his poli-

tical plans in mid-to-late August, while Mayor Bradley has been telling supporters he'll make a decision on 1993 in September. Most CALPEEK insiders think it will be a GO for Riordan, while speculation on Bradley's future tends to bounce back and forth. Stay tuned...

CAMPAIGN '92: UPDATE ON KEY NOV. 3 RACES.

Editor's note: This week CALPEEK looks at the 43rd C.D., the 49th C.D. and the 7th S.D. - districts that CALPEEK sources think may be exciting to watch this fall...

• 43rd C.D. - This Inland Empire congressional seat takes in the entire City of Riverside, as well as the surrounding communities of Corona, Norco, Lake Elsinore and March AFB. This OPEN district has a 46.29% GOP vs. 42.81% Demo voter registration, meaning it's solid Republican turf...

...The GOP nominee is Ken Calvert, a traditional conservative who is PRO-choice on the overall issue of abortion, but is opposed to public funding and favors parental consent. Calvert defeated 6 GOP rivals in the primary and spent about \$200,000. He's listed on the ballot as a businessman, but he is a developer of commercial and industrial property. And he is not totally unfamiliar to voters. He ran and narrowly lost to U.S. Rep. Al McCandless(R) in 1982. Sue Miller is Calvert's coordinator, while Marty Wilson is the consultant...

...The Demo candidate in this election is Riverside Community College Trustee Mark Takano. Like Calvert, the 31-year-old Takano defeated 6 Demos to win the primary. Takano is a teacher and is a solid PRO-choice candidate. Takano's consultant is Evans/McDonough and his coordinator is John Shallman. Takano's biggest problem in this

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general election will be MONEY. He raised \$50,000 in the primary, but will need much more to be competitive...

...Does Takano have a prayer? E/M did a poll which shows Takano ahead, 39% to 32%, with ballot designation and party affiliation listed. In addition, the poll discovered HEAVY dissatisfaction among voters. Ross Perot leads Pres. George Bush by a 38% to 31% margin in this 43rd C.D. poll. If Takano can get the funding, he might have a shot. For now, advantage Calvert...

- 49th C.D. - This coastal C.D. in San Diego Co. is solid Republican turf in terms of registration (44.32% GOP vs. 38.89% Demo), but at this point insiders think the candidate to beat is Demo Lynn Schenk, a San Diego port commissioner and well connected insider. The Republican underdog is nurse Judy Jarvis, who in a crowded field of men was the UPSET primary winner. She bested guys like Alan Uke, who spent about \$250,000, Ray Saatjian, Skip Cox and Ron Hecker. And she won with almost NO key GOP endorsements and a warchest of \$30,000. The big problem now is to raise a new warchest and build up some solid name ID. With the district having such great GOP numbers, CALPEEK sources are almost sure the NRCC will help out with MONEY...

...Schenk had a very formidable campaign team in the primary, with The Campaign Group, Roger Lee & Carol Beddo, the La Jolla Group and Fairbank, Maullin & Assoc. all on payroll. Jarvis continues with consultant Marty Wilson. For now, CALPEEK gives a slight edge to Schenk, but this could change. As Wilson said, "Our biggest enemy is conventional wisdom, not Lynn Schenk."....

- 7th S.D. - In 1988, with a solid Demo voter registration edge, Demo State Sen. Dan Boatwright of Concord rolled over GOPer Bill Pollacek by a 62.4% to 37.6% margin, despite some solid hits from the challenger. This year new lines in Contra Costa Co.'s 7th S.D. have changed dramatically. Demo registration is only 45.37%, down almost 10 pts. Despite the numbers, Boatwright doesn't appear to be in trouble because he tends to do well with independent and GOP cross-over voters. Consultant Richard Ross will handle Boatwright's fall campaign...

...The GOP opponent in 1992 is Gil Marguth Jr., who was a 1-term assemblyman from 1980 to 1982. Art & Emily Seebach are the campaign coordinators, but there is no consultant as yet. If Marguth can raise a substantial warchest, his campaign might become serious. Stay tuned...

LOCAL ELECTIONS '92: CITY-COUNTY ROUNDUP.
Editor's note: This week CALPEEK will concentrate on some Nov. 3 COUNTY SUPERVISOR runoff elections...

- PLACER COUNTY - A big anti-incumbency vote has forced veteran Supes Mike Fluty, Susan Hogg and George Beland into runoffs. Not only that, but on June 2nd Placer Co. voters approved Measure A, which slashed supervisor pay and benefits from \$54,000 per year to \$30,000. What this means is that some Placer Co. supes may have to get second jobs. Of the 3 supes, insiders felt Fluty was almost a slam dunk for reelection, but lots of negative publicity hurt his campaign, thus allowing school teacher Rex Bloomfield to force the runoff. Fluty got around 42%. As for Beland, he's in a runoff with former Auburn Mayor Ron Lichau. The rap against Beland is that he is PRO-environment/ANTI-business. Hogg, a moderate Republican supe, is in a runoff with Kurt Uhler, son of the anti-tax advocate...

- SAN DIEGO COUNTY - There are two hot supervisorial runoffs - both for OPEN seats left vacant by the retirements of Susan Golding (running for mayor) and George Bailey. The 2nd district runoff for Bailey's seat is between Bailey's longtime deputy, Dianne Jacob (who is also a school board member in the Jamul-Dulzura District), and Santee Mayor Jack Doyle, who chairs the San Diego Assn. of Govts.(SANDAG). In the primary Jacob got 29% to 27% for Doyle, in an 8-candidate field. Consultant Tom Shepard, now with Stoorza, Ziegaus & Metzger, is managing the Jacob campaign. Best guess from insiders is that Jacob holds her frontrunner status for now. CALPEEK will report on the Slater vs. McCarty runoff next week...

- BUTTE COUNTY - Like Placer Co., Butte Co. voters are in a VERY angry mood. Incumbents Mary Anne Houx, Ed McLaughlin and Len Fulton were forced into runoffs AND ALL are subjects of an ongoing RECALL launched by a group called Citizens for Fair Government. And the chairperson of the Board,

Sup. Jane Dolan, is also on the recall hit list. Why the recall? It all comes from the county's continuing fiscal trouble...

...Citizens for Fair Govt. are particularly angry about a utility users tax that the board approved last year. The challengers, Peter Schofield (vs. Houx); Curt Josiassen (vs. McLaughlin); and Gordon Thomas (vs. Fulton) are NOT running as a slate, but are given a shot at ousting the incumbents...

● LOS ANGELES COUNTY - There are TWO run-offs here, but this week CALPEEK will focus on incumbent Sup. Deane Dana -- under siege from Rolling Hills Mayor Gordana Swanson. It's old news, but Dana parted company with his longtime consultant Ron Smith and replaced him with Harvey Englander. As CALPEEK readers will recall, it was Englander who revived the ANEMIC reelection campaign of L.A. Councilman Hal Bernson last year. In many respects, the situations are similar. Both Bernson and Dana have the ability to raise sizeable war chests; both are moderate Republicans; and both had trouble communicating their message in the primary. The only difference is that Swanson is NOT a Julie Korenstein, with all that liberal baggage. On the other hand, CALPEEK has seen the OP-RESEARCH book compiled by the Stonecreek Group on Swanson. There is stuff there to use and Englander is not known for taking prisoners. This runoff will be hot and it will be interesting to see if Dana can be rescued. It will be an uphill fight, because the 5 ex-candidates in the primary have endorsed Swanson; the early polling data showed Dana's reelect numbers VERY low; and Swanson is a WOMAN, in what is supposed to be, "The Year of the Woman Candidate." Stay tuned...

CA INITIATIVE UPDATE: LAWMAKERS PLACE 4 AMENDMENTS AND 2 BONDS ON NOVEMBER BALLOT. Editor's note: The CA Legislature has put 4 constitutional amendments and 2 bond measures on the Nov. 3 ballot. Here's a brief summary...

...The 4 constitutional amendments include: SCA 27 by State Sen. Bill Lockyer (D-Hayward) states that any state-owned toll road leased to a private firm shall be permanently free upon the end of the lease or after tolls have been collected for 35 years;

SCA 33 by State Sen. Dan Boatwright (D-Concord) establishes the Office of CA Analyst to assist the Legislature in fiscal and policy functions - and makes the office exempt from expenditure limits imposed on the Legislature by Prop. 140...

...SCA 34 by State Sen. Ken Maddy (R-Fresno) establishes the Office of Auditor General to conduct independent audits as required by law - the office would be exempt from expenditure limits imposed on Legislature by Prop. 140; ACA 40 by Assemblyman Jim Brulte (R-Rancho Cucamonga) provides a property tax exemption to the surviving spouse of a military person who has been killed on active duty...

...The two BOND measures on the November ballot are a \$1 billion GO bond for rail transit systems authored by Assemblyman Jim Costa (D-Fresno); and a \$900 million school facilities bond by State Sen. Leroy Greene (D-Sacto). Greene's bond will be the first item on the Nov. 3rd ballot, Prop. 155. CALPEEK will run all the numbers in next week's issue. Stay tuned...

CITY & COUNTY BALLOT MEASURES: PREVIEW.

Editor's note: Last week CALPEEK previewed 5 local ballot measures dealing with POKER CLUBS. This week it's everything else that we can squeeze in. CALPEEK notes that some measures are NOT yet finalized for the Nov. 3rd ballot...

● SANTA CLARA COUNTY - Voters will be asked to EXTEND the 1/2 cent sales tax for TRANSPORTATION with Measure T. The current 1/2 cent sales tax measure expires in 1994, while the proposed measure would run from 1994 to 2014. Townsend, Hermacillo et al will once again run the YES campaign...

● L.A. COUNTY - The county supes have placed 3 measures on the Nov. 3 ballot and all are very CONTROVERSIAL. There are two proposals to increase the number of supervisors on the board. One measure increases the board from 5 to 7, while the other plan calls for 9 supervisors. What's interesting here is that there is a POWER STRUGGLE in the works between BLACKS and HISPANICS. The Mexican American Legal Defense & Education Fund (MALDEF) favors the 9 seat plan

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because it may give hispanics more clout...

...The other measure on the ballot calls for the election of a COUNTY MAYOR or CEO. Other measures under consideration have until Aug. 7 to win a spot on the ballot...

- CITY OF OAKLAND - Although not on the ballot yet, a group called Citizens for Responsive Government is urging the council to place a measure on the ballot doing away with the CITY MANAGER form of government and replacing it with a STRONG MAYOR system. The council has until Aug. 7 to place this proposal on the ballot...

- CITY OF LOS ANGELES - Councilwoman Ruth Galanter is pushing for a charter amendment that would allow L.A. AIRPORT revenues to be given to the city's general fund. The city atty. is drafting language at the current time. To make the Nov. 3 ballot, all language and votes have to be finalized by July 31. What makes this amendment important is that at the end of the year, LAX's 40-year landing fee contract EXPIRES and a new one will have to be negotiated. Under the current contract, airlines are charged only 48 cents per 1000 lbs. JFK charges \$2.30 and O'Hare \$2.36. The average landing fee is about \$1.80. Therefore, we're talking BIG bucks once a new contract is signed...

...L.A. Mayor Tom Bradley, new PD Chief Willie Williams and most councilmembers are expected to put an initiative on the ballot calling for a HIKE in the property tax to raise \$100 million so the city can hire 1,000 new police officers. To win approval this initiative would require a 2/3rds vote -- and many insiders think that will be almost impossible...

- CITY OF WEST HOLLYWOOD - Although many insiders didn't think they'd succeed, a group called West Hollywood Citizens for Better Police Protection has qualified a measure for Nov. 3 which will ask voters to establish a West Hollywood POLICE DEPT., thus giving the L.A. Co. Sheriff the boot. The debate on whether the city should have its own PD has been ongoing since cityhood in 1984. The city's establishment is very OPPOSED, while the measure is backed by a group of activists from the GAY community. Stay tuned...

NEW JOBS, ADDRESSES AND PERSONNEL NOTES.

Editor's note: Here are some items to mark down in your notebook...

- Daily News political columnist and editorial writer Debra Saunders has moved to the S.F. Bay area with her husband and has begun writing a column for the S.F. Chronicle...

- Political consultant Tom Shepard jumps ship at the San Diego-based Primacy Group to head up a campaign consulting group at Stoorza, Ziegaus & Metzger. This new unit of SZ&M will operate in San Diego, Riverside and in the S.F. Bay area. SZ&M will continue to handle statewide initiatives from its Sacto office. The new unit will concentrate on local campaigns...

- Change of leadership at SCAG. Outgoing SCAG president John Flynn is replaced by John Longville. SCAG's environmental planning director Anne Baker has also departed for a job with the MWD...

- Political consultant Marty Wilson has opened his own campaign firm - Wilson Consulting - at 1900 "K" St., Ste. 201, Sacramento, CA 95814 (916)558-1920. Wilson had been with Spencer-Roberts...

- Nick Thimmesch II has departed the Herschensohn U.S. Senate campaign for a job with Bush/Quayle in Washington D.C. John Peschong replaces Thimmesch. Peschong has experience with both the Reagan White House and the RNC...

- New phone number for the L.A. office Austin-Sheinkopf - (213)660-2779. You'll reach A-S vp John Wasielenski...

- Census Planning Group of No. Hollywood has expanded its HQ operation, according to CPG president Julie Gertler and project director Laura Chick. CPG is located at 4640 Lankershim Blvd., #513, No. Hollywood, CA 91602; (818)766-3894...

- The political accounting firm of David L. Gould has moved to 600 Wilshire Blvd., Ste. 1500, L.A. 90017. Same phone & FAX...

- Attorney Leslie Horowitz has been named a partner in the L.A. law firm of Smith & Smith...